

Rep Order# 9782476 Ver# 1 Status New  
EC'd No

Traffic Order#  
Printed: 08/03/2012 9:43 AM  
Last Received: 08/03/2012 9:32 AM  
Showing Buylines: All Lines

Station WWSB-TV SARASOTA,FL  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1549  
Buyer Katie Keuleman  
Phone#  
Fax#

31215

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P/I/P2/E 95/101/1549  
Flight Dates 08/04/2012 - 08/17/2012  
Hiatus Weeks

Rep Firm ( ) WASHINGTON  
Sales Office ( ) BRAD PHILIPS  
Salesperson ( )  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

— CONTRACT COMMENT —

OBAMA FOR AMERICA - FLIGHT C \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

NEW OBAMA - FLIGHT C ORDER  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	M-F	6P-630P	ABC 7 NEWS & 6P		:30	\$800.00	08/06-08/17	1	2	2	\$1,600.00	
2	M-F	7P-730P	WHEEL OF FORTUNE		:30	\$400.00	08/06-08/17	3	2	6	\$2,400.00	
3	M-F	730P-8P	JEOPARDY		:30	\$400.00	08/06-08/17	3	2	6	\$2,400.00	
4	SA	7P-730P	WHEEL OF FORTUNE		:30	\$400.00	08/04-08/11	1	2	2	\$800.00	
5	TH	9P-10P	GREY'S ANATOMY		:30	\$1,100.00	08/09-08/16	1	2	2	\$2,200.00	
6	SU	8P-9P	ONCE UPON A TIME		:30	\$1,400.00	08/05-08/12	1	2	2	\$2,800.00	

— REPORT TOTALS —

Report Totals: 20 / \$12,200.00

— SALES MONTHLY TOTALS —

Aug 12: 20 / \$12,200.00

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Showing BuyLines: All Lines

Station WWSB-TV SARASOTA,FL  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1549  
Buyer Katie Keulerman  
Phone#  
Fax#

Sales Totals: 20 / \$12,200.00  
Station Totals: 20 / \$12,200.00  
Lines not sent/rclid/rtrn: 0 / \$0.00  
---COMPETITIVE---  
Market Totals \$412,162

Agency ( ) GMMB  
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Flight Dates 08/04/2012 - 08/17/2012  
Hiatus Weeks

Rep Firm ( ) WASHINGTON  
Sales Office ( ) BRAD PHILIPPS  
Salesperson ( )  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books  
Demos  
RA35+

WBSV 1%  
WTVA 25%  
WTSP 26%  
WTCA 2%

WETS 20%  
WWSB 2%



**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

# CONTRACT

Contract / Revision		Alt. Order #
31215 /		09782476
<u>Product</u>		
1549/OBAMA FOR AMERICA		
Contract Dates	Est. #	
08/04/12 - 08/17/12	1549	
Advertiser	Original Date / Revision	
OBAMA FOR AMERICA	08/03/12 / 08/03/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WWSB	BRAD PHILLIPS	Washington DC
Special Handling		
<u>Demographic</u>		
Adults 35+		
IDB#	Advertiser Code	Product Code
	95	101
Agency Ref	Advertiser Ref	

And:

**GMMB**  
**1010 WISCONSIN AVE NW**  
**WASHINGTON, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
N 1 7		08/06/12	08/17/12	ABC 7 News at 6p	6-630p		:30			NM	2 \$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/12/12		MTWTF--				1	\$800.00		
Week: 08/13/12		08/19/12		MTWTF--				1	\$800.00		
N 2 7		08/06/12	08/17/12	M-Sa 7-730p				WHEEL		NM	6 \$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/12/12		MTWTF--				3	\$400.00		
Week: 08/13/12		08/19/12		MTWTF--				3	\$400.00		
N 3 7		08/06/12	08/17/12	M-Sa 730-8p				JEOPARDY		NM	6 \$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/12/12		MTWTF--				3	\$400.00		
Week: 08/13/12		08/19/12		MTWTF--				3	\$400.00		
N 4 7		08/04/12	08/11/12	M-Sa 7-730p				WHEEL		NM	2 \$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 07/30/12		08/05/12		-----S-				1	\$400.00		
Week: 08/06/12		08/12/12		-----S-				1	\$400.00		
N 5 7		08/09/12	08/09/12	Thu Prime Hour 2				WIPEOUT		NM	1 \$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/06/12		08/12/12		---T---				1	\$1,100.00		
N 6 7		08/05/12	08/12/12	Sun Prime Hour 2				SECRET MILLION.		NM	2 \$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 07/30/12		08/05/12		-----S				1	\$1,400.00		
Week: 08/06/12		08/12/12		-----S				1	\$1,400.00		
N 7 7		08/16/12	08/16/12	Thu Prime Hour 2				TIME MACHINE CI		NM	1 \$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week: 08/13/12		08/19/12		---T---				1	\$1,100.00		

Totals

20 \$12,200.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/17/12	20	\$12,200.00	\$10,370.00
<b>Totals</b>	<b>20</b>	<b>\$12,200.00</b>	<b>\$10,370.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB  
1477 Tenth Street  
Sarasota, FL 34236  
(941)552-0777

Contract / Revision	Alt. Order #
31215 /	09782476
Contract Dates	Product
08/04/12 - 08/17/12	Est. #
	1549/OBAMA FOR AMERICA 1549
Advertiser	Original Date / Revision
OBAMA FOR AMERICA	08/03/12 / 08/03/12

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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